

Malcolm Stradwick

Sales & Training Specialist

Malcolm Stradwick has been a professional international trainer and speaker since 1969. He has successfully conducted in-house and public seminars in Australia and in the USA, UK, Japan, South Africa, Zimbabwe, UAE and many Asian countries. Malcolm was the first non-Brazilian to deliver the opening address to the South Brazilian Leadership Forum.



Malcolm can speak or train on all aspects of selling and sales management, time management, behaviour and thinking styles, management and leadership and presentation skills. His relaxed style has his audience or participants immediately relaxed, while the information he presents inspires and motivates attendees to achieve.

Malcolm 'found selling' while studying for his degree in Education at the University of W.A. He 'temporarily' went into selling and, soon after, decided to pursue a business career rather than academia.

In June 1980, Malcolm joined John Sands Promotional Products and, two years later, he was promoted to General Manager. Here, he was responsible for taking the company from a \$135,000 net operating profit to a conservatively estimated \$1 million in three years; this are 1980 rates.

Malcolm has a Diploma in Management, a Certificate IV in Assessment and Workplace Training, is a Fellow of the Australian Institute of Management, a Fellow of the Society of Senior Executives, an Associate of the Australian Institute of Export, an Associate of the Institute of Training and Development and is a member of the National Speakers' Association of Australia.

He is also a dedicated believer that 'theory is only the apprenticeship to practice'.

In 1969 and still in his twenties, Malcolm was retained by the Australian Institute of Management to lead their sales training courses. He continued to run these courses, along with other management programs, on a part-time basis until early 1986 when he formed his own company, Executive Support, to concentrate on training and consulting. In 1994, Malcolm was awarded the prestigious Dawson's/MTIA Gold Award for the Best Supplementary Meeting Service for Excellence in Training. In 1997, he was given the honour to be the first non-Brazilian to deliver the opening address to the South Brazilian Leadership Forum. In 2004 Malcolm successfully conducted workshops in Abu Dhabi and Dubai for the CEOs of local companies on Time Management and Problem Solving.

Malcolm Stradwick's article, *Don't Worry About Them, They're Just the Sales Reps* is now in its fourth reprint and remains the most requested article on record from the publisher. The article has been adopted by a TAFE College and two major international companies and forms an integral part of their training programmes.

Malcolm Stradwick speaks about:

- Selling skills
- Successful negotiations
- Effective presentations
- Professional customer service
- Telephone selling
- Knowledge of salesmanship for sales support staff
- Professional retail selling skills
- Time management
- Team building
- Supervision skills
- Problem solving and decision making
- Train the trainer

Client testimonials

“ Very enjoyable. Malcolm was very much in touch with our tasks and operations and was able to apply the selling principles effectively, very valuable information and an enjoyable course.

- **Qantas**

“ Malcolm provokes awareness in areas not previously considered; he is obviously interested in human relations - gets his message across effectively.

- **Austrade**

“ The time management program really made me think. Very practical examples.

- **DBA**

“ Malcolm Stradwick's sales training techniques and professional approach have given our sales staff much needed attention to detail, the results of which have been extraordinary in all the three states he ran his program.

- **Honeywell**

“ After Malcolm’s initial four day workshop in 1989 our increased turnover and profits in the first two weeks more than paid for the total seminar costs. Since then we continue to use Malcolm twice yearly for our conference and every new rep attends his courses.

- **David Distributing and Wynn’s Car Care Products**

“ I have worked with Malcolm across two organizations. The reason that I have stayed with Malcolm is that his style and knowledge are based around Australian selling and out customers. Over the last six years, over 170 of our sales people have attended Malcolm’s training. He has an affinity with our sales team and works at a level that suits our relationship-based style.

- **NHP**

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